



Knowledge Is Power: TN Insights for Enterprises to Optimize Calling Practices

TNS enterprise customers can gain access to call behavior reporting to help restore trust in the voice channel and achieve better business outcomes through TN Insights. A powerful addition to TNS Telephone Number Reputation Monitoring services, enterprises can access critical intelligence and gain increased visibility into calling behaviors.

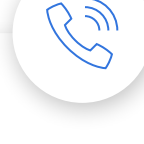
Critical Intelligence and Competitive Advantage

Businesses that utilize TN Insights can keep up with evolving consumer behaviors and gain competitive advantage by identifying the best calling practices for their audience.



Call-Out Practices

Access to real-time scoring and crowd-source feedback to detect potential spoofing issues ensures enterprises receive alerts when a telephone number is being abused for rapid mitigation



Increase Call Answer Rates

Match your calling practices to data-driven insights into consumer requirements backed by industry benchmarks



Enhance Customer Experience

Access advanced reporting tools to proactively manage calling practices and promote a superior customer experience



Reputation Management

Understand why your telephone number has a negative score and take remedial action to avoid mislabeling

Data Over Instinct

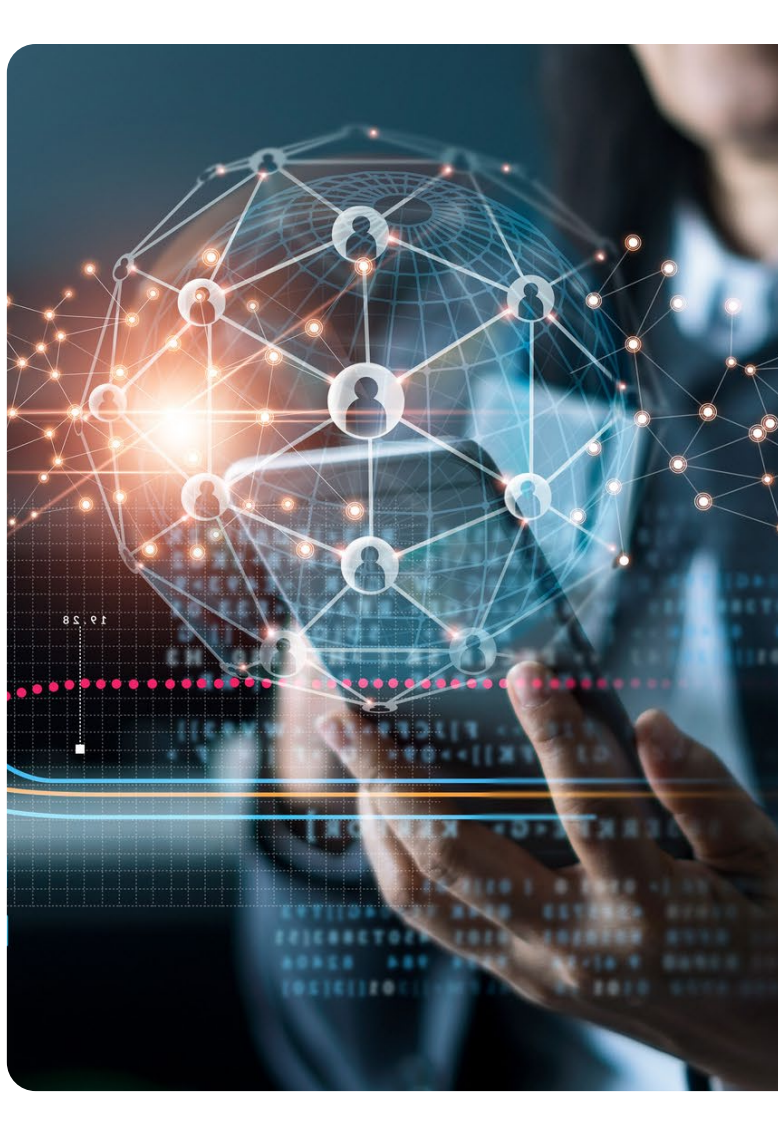
Data-driven decisions encourage business improvement and optimizations that directly impact your bottom line. But the data must be reliable and trustworthy to affect positive change. TNS sees far more traffic than virtually any other network enterprise in North America so you can trust that its data is comprehensive, reliable and statistically significant.

1.5 Billion

TNS handles 1.5 billion daily call events from over 500 operators

TNS' analytics generate the most accurate and comprehensive industry overview of consumer calling trends

30 years' experience in call identification



Brand Protection

The onslaught of robocalls and the continued erosion of trust in the voice channel is creating unprecedented challenges for enterprises to reach customers and protect their brand from bad actors.

13%

Consumers lost almost \$10 billion to scams and fraud in 2023, an increase of over 13% from the previous year¹

70%

It's estimated that a staggering 70% of all scam calls in the US use spoofed numbers²



Enterprises often don't know that their numbers have been spoofed until it's too late. Enterprises can take back control with:

Real-Time Scoring

Detect problems as they occur with alerts and comprehensive reporting for your telephone number scoring

Crowd-Sourced Feedback

Request details on your specific phone numbers and gain insight into the factors influencing their reputation

Restoring Trust to Voice: The Perfect Package

TN Insights is part of TNS' Enterprise Authentication, Spoof Protection and Branded Calling product suite, helping equip businesses with the tools they need to protect customers by authenticating and branding calls, as well as blocking spoofed calls.

TNS Enterprise Authentication

By leveraging TNS' out-of-band Call Event API, enterprises can authenticate their calls so only legitimate, verified calls get branded.

- ✓ Ensures only verified calls get the full enterprise branded call treatment
- ✓ Reduces the amount of security protocols required once the call has connected

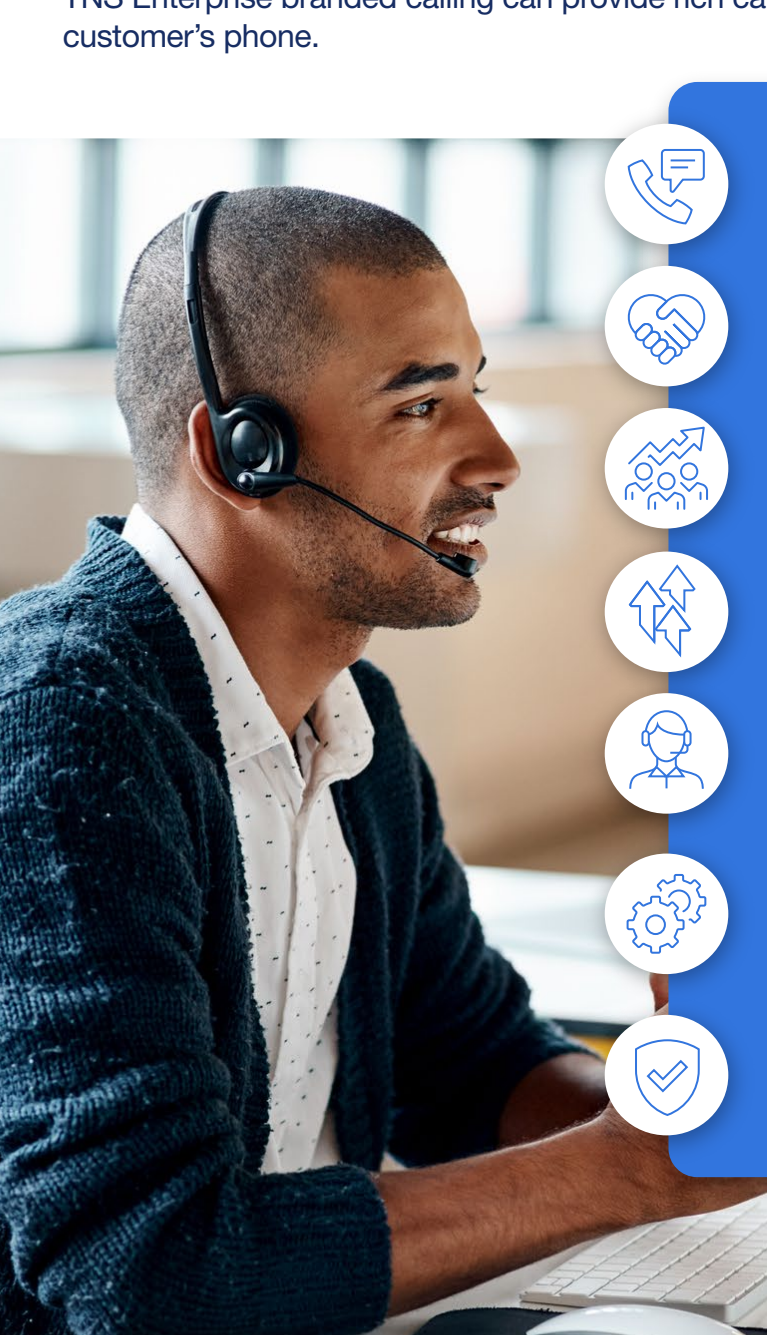
TNS Spoof Protection

Enterprises can specify that unverified calls from their numbers are immediately blocked, helping ensure only legitimate calls reach their customers while providing detailed reports on spoofing activity.

- ✓ Identifies and blocks illegitimate calls before reaching customers
- ✓ Provides rich, real-time reporting on spoofing activities
- ✓ Helps reduce operational costs and fraud

TNS Enterprise Branded Calling

TNS Enterprise branded calling can provide rich call information on the incoming caller ID screen of your customer's phone.



- Increases answer rates
- Restores trust in your calls
- Helps enhance the customer experience
- Helps improve conversion rates
- Helps increase call agent productivity
- Leverages the latest cutting-edge branding technology
- Helps protect your brand reputation

To learn more about TN Insights, and how its reporting capabilities can help drive better business outcomes, visit tnsi.com/solutions/communications/restoring-trust-voice/



1. Federal Trade Commission
2. Compartech.com

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